**Memory:**

Visual codes\* Acoustic codes\* Recall\* Recognition\*

Long-term memory: episodic/procedural/semantic\* Explicit memory\*

Implicit memory\* Elaborative rehearsal\* Levels-of-processing model\*

Maintenance rehearsal\* Information-processing model\*: sensory/short-term/long term

Explain the study of long-term memory conducted by Jacqueline Sachs. (be able to provide an example)

Primacy effect\* Recency effect\*

Explain the Serial-position curve.

Amnesia\*: retrograde/anterograde (be able to provide an example for each)

Know and be able to explain the details of the Loftus Study.

**Perception and sight:**

Absolute threshold\* Figure-ground principle

Grouping principle

* Proximity\*
* Similarity\*
* Simplicity\*
* Common fate\*

Basic principles of depth perception

* Interposition\*
* Relative size\*
* Reduced clarity\*

How does the sense of sight affect our memory and dreams?

**Attention:**

What are the three characteristics of attention?

What does it mean that attention is selective?

Covert orienting\* Overt orienting\*

What does the Stroop task tell us about attention?

What factors determine whether you can divide your attention between two different tasks at once?

Voluntary attention\* Involuntary attention\*

**Ivan Pavlov**: what was he studying when he “discovered” Classical Cond.?

How was his study conducted and what was the conclusion?

What were the strengths and limitations of his experiment with the dog?

Classical Conditioning: how does it work?

What makes it different from Operant Conditioning?

Learning: define

Be able to define and give examples of Conditioned response and stimulus

Be able to define and give examples of Unconditioned response and stimulus

**John B. Watson**: why is he important?

How was his study conducted and what was the conclusion?

What were the strengths and limitations of his experiment with Little Albert?

What is Behaviorism and does it believe in free will or determinism?

Explain the theory of the Learning Perspective.

**B.F. Skinner**: what does his theory tell us about human behavior?

What is Operant Conditioning and how is it different than Classical Conditioning?

How was his study conducted and what was the conclusion?

What are the factors that make reinforcement or punishment most effective?

What are the seven important reasons for not using punishment?

What are extinction, generalization and discrimination?

Know the four different types of Operant Conditioning and examples of each.

**Albert Bandura**: what does his theory tell us about human behavior and learning?

What is observational learning and what are the rules that apply?

What are the strengths and limitations of his Bobo Doll experiment?

What did this study conclude?

Explain the concept of reciprocal determinism as stated by Bandura.

Explain why reinforcement and punishment is important to Bandura’s theory of learning.